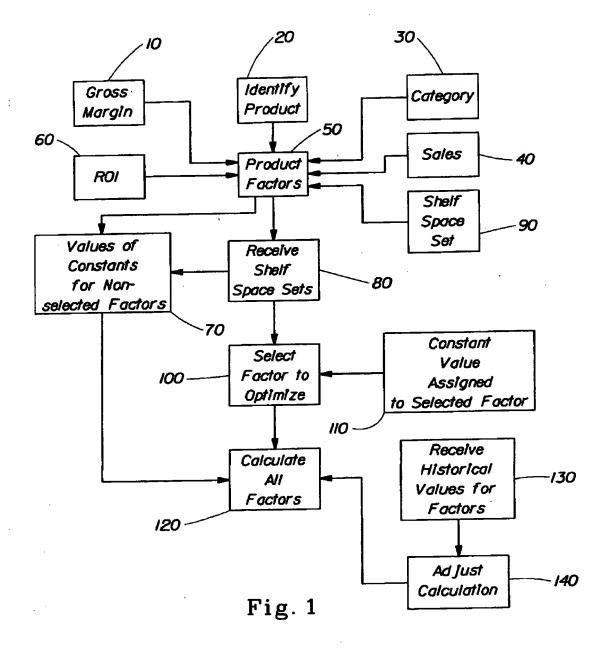
Kane, et al. Methods, Functional Data, and Systems for Optimizing Product Factors S.N. 09/902,144 Replacement Sheet

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Kane, et al. Methods, Punctional Data, and Systems for Optimizing Product Factors S.N. 09/902,144 Replacement Sheet

2/3 270 150 260 -Comparison Summary Functional Data Instruction Instruction Data Data 160 Factor Data **Gross** 180 Category Margin Hierarchy **Product** - 190 Data ROI Identification 280 200 Store/ 220 Manager 300 identification Shelf Space Meta Set Geographical Scenario Data 210 Identification Data 230 Constant Value Data 240 290 Optimizing Instruction Data

Fig. 2

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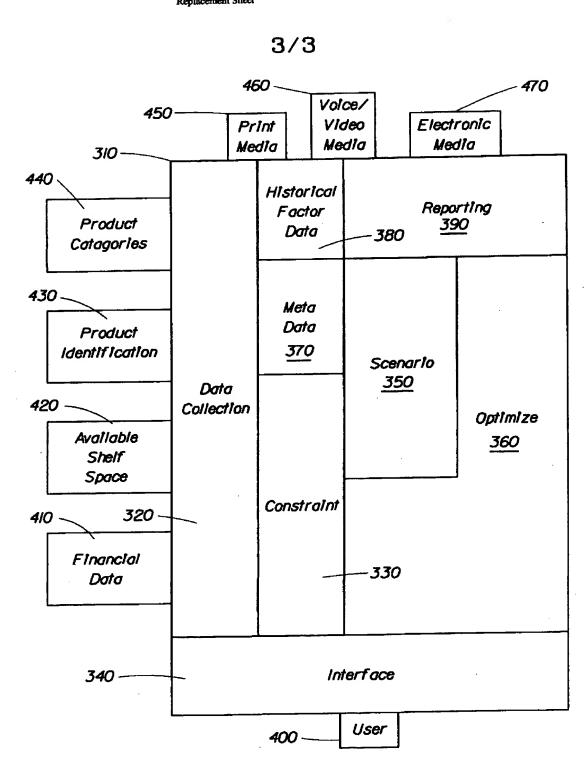


Fig. 3